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(c) the step of generating said budget by processing data stored in said computer in response to said at least one control signal, said budget including a second projected datum and at least two of the group of:

- (1) an income datum;
- (2) an expense datum; and
- (3) a profit datum;

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said second projected datum designating said at least one of said product and said service and being the projected second of said price and said quantity; and

(d) the step of transmitting said second projected datum from said receiver station to a data collection station.

41. (New Claim) The method of claim 40 further comprising the step of storing subscriber resource data at said computer at said receiver station, said resource data including at least two of the group of:

- (a) one of an equipment and a real estate datum;
- (b) a labor datum; and
- (c) a financial datum.

42. (New Claim) The method of claim 40 further comprising the step of programming said computer to respond to said one of said broadcast and said cablecast control signal in respect of said budget.

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43. (New Claim) A method of communicating subscriber station information from a subscriber station to at least one remote station, said method comprising the steps of:

- (1) storing subscriber data at a subscriber station;

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(2) receiving a subscriber's reaction to a combined medium output at said subscriber station;

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(3) processing an instruct signal which is effective to generate and communicate to said remote station one of a price and a quantity datum of a budget at said subscriber station in response to said subscriber's reaction at said subscriber station, said processing at said subscriber station directed by instructions from said instruct signal;

(4) generating at least one subscriber specific datum from said step of processing;

(5) transferring said at least one subscriber specific datum from said step of generating from said subscriber station to at least one remote station.

44. (New Claim) A method of controlling a remote intermediate data transmitter station to communicate data to at least one receiver station, with said remote transmitter station including one of a broadcast and a cablecast transmitter for transmitting data, a plurality of selective transmission devices each operatively connected to said one of said broadcast and said cablecast transmitter for communicating data, a data receiver, a control signal detector, and one of a controller and a computer capable of controlling at least one of said selective transmission devices, and with said remote transmitter station adapted to detect at least one control signal, to control the communication of data in response to at least one detected control signal, and to deliver data at its one of a broadcast and a cablecast transmitter, said method comprising the steps of:

(1) receiving data to be transmitted by the remote intermediate data transmitter station and delivering said data to a transmitter, said data comprising an instruct signal which is effective at the receiver station to generate and

communicate to a remote station one of a price and a quantity datum of a budget;

(2) receiving said at least one control signal which at the remote intermediate data transmitter station operates to control the communication of said data; and

(3) transmitting said at least one control signal to said transmitter before a specific time.

45. (New Claim) The method of claim 44, wherein said specific time is a scheduled time of transmitting said data at said remote intermediate data transmitter station or said at least one control signal are effective at the remote intermediate data transmitter station to control at least one of said plurality of selective transmission devices at different times.

46. (New Claim) The method of claim 44, further comprising the step of embedding a specific one of said at least one control signal in said data before transmitting said data to said remote transmitter station.

47. (New Claim) A method of controlling at least one of a plurality of receiver stations each of which includes one of a broadcast and a cablecast signal receiver, at least one processor, a signal detector, said signal detector adapted to receive signals from one of a broadcast and a cablecast signal, and said processor programmed to respond to signals from said detector, and said method of controlling comprising the steps of:

(1) receiving at one of a broadcast and a cablecast transmitter station an instruct signal which is effective at the receiver station to generate and communicate to a remote station one of a price and quantity datum of a budget;

(2) transferring said instruct signal to a transmitter;

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(3) receiving at least one first control signal at said transmitter station, said at least one first control signal identifying at least one specific receiver station in which said instruct signal is addressed; and

(4) transferring said at least one control signal to a transmitter, said transmitter station performing one of the functions of broadcasting and cablecasting said instruct signal and said at least one control signal to said at least one of a plurality of receiver stations.

48. (New Claim) The method of claim 47, wherein one of said instruct signal and said at least one first control signal is embedded in the non-visible portion of a television signal.

49. (New Claim) The method of claim 47, wherein said at least one control signal identifies at least two of said plurality of receiver stations asynchronously and each of said at least two receiver stations receive and respond to said instruct signal asynchronously.

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50. (New Claim) The method of claim 47, wherein a switch communicates signals selectively from said one of said broadcast and said cablecast receiver and one of a memory and a recorder to said transmitter, said method further comprising one from the group consisting of:

detecting one of said instruct signal and a second control signal which is effective at the transmitter station to instruct communication;

determining a specific signal source from which to communicate one of said instruct signal and said at least one first control signal to a transmitter;

controlling said switch to communicate one of said instruct signal and said at least one first control signal to said transmitter in response to a second

control signal which is effective at the transmitter station to instruct communication;

controlling said switch to communicate one of said instruct signal and said at least one first control signal from a selected signal source; and

controlling said switch to communicate to said one of said memory and said recorder one of said instruct signal and said at least one first control signal.

51. (New Claim) The method of claim 47, wherein a controller controls a switch to communicate to said transmitter a selected signal, further comprising one from the group consisting of:

detecting one of said instruct signal and said control signal which is effective at the transmitter station to instruct transmission;

inputting to said controller one of said instruct signal and said control signal which is effective to control said switch;

controlling said switch to communicate at least one of said instruct signal and said at least one first control signal according to a transmission schedule;

controlling said switch to communicate one of said instruct signal and said at least one first control signal from a specific one of a plurality of signal sources; and

controlling said switch to communicate one of said instruct signal and said at least one first control signal to a selected one of a plurality of transmitters.

52. (New Claim) The method of claim 47, further comprising one from the group consisting of:

transmitting to said receiver station at least one datum that one of designates one of a time and a channel of transmission of said instruct signal and

that specifies one of a title and subject matter contained in one of mass medium programming and data associated with said instruct signal; and

transmitting to a receiver station a control signal to cause said receiver station to tune to one of a broadcast and a cablecast transmission containing a specific instruct signal.

53. (New Claim) The method of claim 47, wherein said at least one first control signal further comprises downloadable code targeted to said processor at at least one of said plurality of receiver stations, said downloadable code programming a method in which said at least one processor responds to said instruct signal.

54. (New Claim) The method of claim 47, wherein at least one receiver station is one of adapted to detect the presence of said at least one first control signal and programmed to respond to said instruct signal on the basis of the location of a signal in an information transmission, said method further comprising the step of:

causing at least a portion of one of said control signal and said instruct signal to be transmitted in said location.

55. (New Claim) A method of processing signals at a receiver station based on at least one transmission from one of a broadcast transmitter and a cablecast transmitter including:

receiving information content and at least one control signal in respect of a budget in said at least one transmission from said one of said broadcast transmitter and said cablecast transmitter, said information content describing one of a resource product and a service;

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generating a value datum by processing data stored in a computer in response to said at least one control signal, said value datum being a projected value in respect of said one of said resource product and said service;  
storing said value datum in said computer; and  
delivering to a subscriber said received information content of said one of said resource product and said service and said value datum.

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56. (New Claim) The method of claim 55 further comprising the step of storing subscriber resource data at said computer at said receiving station, said subscriber resource data including at least one of the group consisting of:

- (a) an equipment datum;
- (b) a real estate datum; and
- (b) a labor datum.

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57. (New Claim) The method of claim 55 further comprising the step of storing a budget in said computer, said budget including a projected datum and at least two of the group consisting of:

- (a) an income datum;
- (b) an expense datum; and
- (c) a profit datum;

said projected datum designating one of a product and a service being a projected datum of one of a price and a quantity.

58. (New Claim) The method of claim 55 further comprising the step of programming said computer to respond to said at least one control signal in respect of said budget.

59. (New Claim) A method of communicating subscriber station information from a subscriber station to at least one remote station, said method comprising the steps of:

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- (1) storing subscriber data at a subscriber station;
  - (2) receiving at said subscriber station at least one instruct signal which is effective to deliver information in respect of one of a product and a service with a user specific projected value of said one of said product and said service;
  - (3) generating at least one subscriber specific datum at said subscriber station directed by instructions from said at least one instruct signal;
  - (4) receiving one of a viewer's and a participant's reaction to a combined medium output at said subscriber station;
  - (5) transferring said at least one subscriber specific datum from said subscriber station to at least one remote station based on said step of receiving one of said viewer's and said participant's reaction.

60. (New Claim) A method of controlling a remote intermediate mass medium programming transmitter station to communicate mass medium program material to at least one receiver station, with said remote intermediate mass medium transmitter station including one of a broadcast transmitter and a cablecast transmitter, a plurality of selective transfer devices each operatively connected to said one of said broadcast transmitter and said cablecast transmitter for communicating mass medium programming, a mass medium programming receiver for receiving a mass medium programming signal from at least one origination transmitter, a control signal detector, and one of a controller and a computer capable of controlling at least one of said plurality of selective transfer devices, and with said remote intermediate mass medium transmitter station



adapted to detect the presence of at least one transmitter control signal, to control the communication of at least a portion of said mass medium programming in response to said detected at least one transmitter control signal, and to deliver to said one of said broadcast transmitter and said cablecast transmitter said mass medium programming, said method of communicating comprising the steps of:

(1) receiving said mass medium programming to be transmitted by said remote intermediate mass medium transmitter station and delivering said mass medium programming to said at least one origination transmitter, said mass medium programming having an instruct signal which is effective at said at least one receiver station to deliver information of one of a product and a service with a user specific projected value of said one of said product and said service;

(2) receiving at least one transmitter control signal which at said remote intermediate mass medium programming transmitter station operates to control the communication of said mass medium programming; and

(3) transmitting said at least one transmitter control signal to said at least one origination transmitter before a specific time.

61. (New Claim) The method of claim 60, further comprising the step of embedding a portion of said instruct signal and a portion of said at least one transmitter control signal in an information transmission containing said mass medium programming before transmitting said mass medium programming to said remote intermediate mass medium transmitter station.

62. (New Claim) The method of claim 60, wherein said at least one transmitter control signal includes one of code and data which operates at said remote intermediate mass medium transmitter station to identify at least one of

said mass medium programming and said instruct signal, said method further comprising the step of:

transmitting a schedule which operates at said remote intermediate mass medium programming transmitter station to communicate said mass medium programming and said instruct signal to said one of said broadcast transmitter and said cablecast transmitter.

63. (New Claim) A method of communicating mass medium program material to at least one receiver station, said at least one receiver station including one of a broadcast mass medium programming receiver and a cablecast mass medium programming receiver, an output device, a control signal detector, a processor operably connected to said output device, and with each said at least one receiver station adapted to detect and respond to at least one instruct signal, said method comprising the steps of:

- (1) receiving mass medium programming to be transmitted at a transmitter station and delivering said mass medium programming to an origination transmitter;
- (2) receiving and storing said at least one instruct signal at said transmitter station, wherein said at least one instruct signal operates at said at least one receiver station to deliver output information of one of a product and a service with a user specific projected value of said one of said product and said service;
- (3) transferring said at least one instruct signal to said origination transmitter; and
- (4) transmitting from said transmitter station an information transmission including said mass medium programming and said at least one instruct signal.

64. (New Claim) The method of claim 63, wherein identification data and said at least one instruct signal are embedded in a mass medium programming signal, said mass medium programming signal containing said mass medium programming.

65. (New Claim) The method of claim 63, wherein said step of transmitting directs said information transmission to a plurality of remote receiver stations at the same time and each of said plurality of receiver stations one of receives and responds to said at least one instruct signal concurrently.

66. (New Claim) The method of claim 63, wherein said step of transmitting directs said information transmission to each of a plurality of remote receiver stations at different times and each of said plurality of remote receiver stations responds to said at least one instruct signal at a different time.

67. (New Claim) The method of claim 63, further comprising the steps of:

receiving said mass medium programming at a receiver in said transmitter station;

communicating said mass medium programming from said receiver to a memory location; and

storing said mass medium programming at said memory location for a period of time prior to communicating said mass medium programming to said origination transmitter.

68. (New Claim) A method of delivering one of a receiver specific budget and a master budget at a video receiver station including:

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receiving at least one information transmission at said video receiver station, said at least one information transmission including generally applicable budget information and a plurality of budgeting control signals, said generally applicable budget information including:

- (1) at least a portion of said one of said receiver specific budget and said master budget; and
  - (2) video to serve as a basis on which to present said at least a portion of said one of said receiver specific budget and said master budget, at least one of said plurality of budgeting control signals being received from at least one remote transmitter station;
- storing at least a portion of said generally applicable information and said plurality of budgeting control signals at said video receiver station;
- outputting said video at a video monitor;
- selecting budget data to output by processing said generally applicable information in accordance with a first of said plurality of budgeting control signals;
- outputting said selected budget data in a series of time periods of specific relevance in response to a second of said plurality of budgeting control signals;
- and
- producing said at least a portion of said one of said receiver specific budget and said master budget at a specific video location at said video monitor during a first of said series of time periods of specific relevance.

69. (New Claim) The method of claim 68, wherein said video receiver station generates receiver-specific budget data in accordance with said first of said plurality of budgeting control signals, said method further comprising the

step of outputting said generated budget data in a second of said series of time periods of specific relevance.

70. (New Claim) The method of claim 68, further comprising the step of outputting at least one of said selected budget data at a speaker.

71. (New Claim) The method of claim 70, further comprising the step of outputting at said speaker audio which explains said one of said receiver specific budget and said master budget.

72. (New Claim) The method of claim 68, wherein said video includes at least a portion of a television program, said method further comprising the step of synchronizing the delivery of the balance of said television program at said video receiver station based on said plurality of budgeting control signals.

73. (New Claim) The method of claim 68, wherein said video receiver station includes a video random access memory (RAM) operably connected to said video monitor, said method further comprising the step of clearing said video random access memory (RAM) in response to a third of said plurality of budgeting control signals.

74. (New Claim) The method of claim 68, wherein said video receiver station includes a programmable controller which controls at least one of a code portion receiver, a control signal detector, and a computer adapted to generate a video overlay, said method further comprising the steps of:

detecting a control program in one of said at least one information transmission; and

programming said programmable controller.

75. (New Claim) A method of delivering one of a receiver specific budget and a master budget to a graphic receiver station including:  
receiving at least one information transmission at said graphic receiver station, said at least one information transmission including generally applicable information and a plurality of budgeting control signals, said generally applicable information including:  
(1) at least a portion of said one of said receiver specific budget and said master budget; and  
(2) at least a portion of a graphic image to serve as a basis on which to present said at least a portion of said one of said receiver specific budget and said master budget, at least one of said plurality of budgeting control signals being received from at least one remote transmitter station; storing at least a portion of said generally applicable information and said plurality of budgeting control signals at said graphic receiver station; outputting said at least a portion of said graphic image at a graphic output device;  
selecting budget data to output by processing said generally applicable information in accordance with a first of said plurality of budgeting control signals;  
outputting said selected budget data during at least one time period of specific relevance in response to a second of said budgeting control signals; and  
outputting said at least a portion of said one of said receiver specific budget and said master budget at said graphic display device based on a reference point and scalar dimension.

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76. (New Claim) The method of claim 75, further comprising the step of outputting at a speaker audio which explains said one of said receiver specific budget and said master budget.

77. (New Claim) The method of claim 75, wherein said graphic receiver station includes a plurality of graphic output devices, said method further comprising the step of selecting one of said plurality graphic output devices at which to output one of said selected budget data and said at least a portion of said one of said receiver specific budget and said master budget.

78. (New Claim) The method of claim 75, wherein said at least a portion of said graphic image is part of a television program, said method further comprising the step of processing a viewer response to said television program in accordance with at least one of said plurality of budgeting control signals.

79. (New Claim) A method of explaining a budget at an ultimate receiver station, said ultimate receiver station including a television receiver, a detector, a computer, and a television monitor, said method comprising the steps of:

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receiving at least one information transmission from at least one remote television transmitter station, said at least one information transmission containing budget information, first data, and contiguous television programming, said contiguous television programming being of a duration, only a portion of said duration containing a time interval of specific relevance, said budget information to be one of processed and stored at said ultimate receiver station and only a portion of said budget information to be outputted at said ultimate receiver station;

selecting and delivering said contiguous television programming to said television monitor for output to a user;

detecting said first data before a time period during which information will be computed and delivering said first data to said computer;

computing second data by processing at least one of said first data in said time period, said second data to serve as a basis for completing an explanation of said budget;

communicating at least a part of said only a portion of said budget information to complete said explanation of said budget in said time interval of specific relevance based on said step of computing second data; and

outputting said at least a part of said only a portion of said budget information at said television monitor, said explanation of said budget including said contiguous television programming and said only a portion of said budget information.

80. (New Claim) The method of claim 79, further comprising the steps of:

detecting processor instructions in said at least one information transmission;

transmitting said processor instructions to said computer; and

performing at least one of said step of computing and said step of communicating in accordance with said processor instructions.

81. (New Claim) The method of claim 80, wherein said time interval of specific relevance is a first of a plurality of time intervals of specific relevance contained in said only a portion of said contiguous television programming, said method further comprising the steps of:



storing subscriber data in said computer;  
generating a value by processing said stored subscriber data in accordance  
with said processor instructions; and  
outputting said value at said television monitor in a second of said  
plurality of time intervals of specific relevance.

82. (New Claim) The method of claim 81, wherein a video image of  
said value is displayed at said television monitor.

83. (New Claim) The method of claim 81, wherein audio of said value  
is outputted at said television monitor.

84. (New Claim) The method of claim 79, wherein said portion of said  
budget information includes a graphic image, said method further comprising  
the step of producing said graphic image at a specific location in a video display  
of said contiguous television programming.

85. (New Claim) The method of claim 79, wherein said only a portion  
of said budget information includes audio and said second data include a value,  
said method comprising the steps of:

selecting said audio based on said value; and  
outputting at a speaker at said television monitor one of a combined  
presentation and a sequential presentation of said contiguous television  
programming and said audio.

86. (New Claim) The method of claim 79, wherein said ultimate  
receiver station includes a printer and a part of said portion of said budget  
information is to be printed, said method further comprising the step of directing  
said part of said only a portion of said budget information to said printer.

87. (New Claim) The method of claim 79, wherein said ultimate receiver station includes a tuner and said second data include a value, said method further comprising the step of controlling said tuner to tune a receiver based on said value, said tuner to receive at least a portion of said contiguous television programming and said budget information.

88. (New Claim) The method of claim 79, wherein said ultimate receiver station includes a storage device and said second data include a value, said method further comprising the step of controlling said storage device to store at least some of said contiguous television programming based on said value.

89. (New Claim) The method of claim 79, wherein said ultimate receiver station includes a plurality of output devices, said television monitor being a first of said plurality of output devices, said method further comprising the steps of:

delivering a part of said only a portion of said budget information at a second of said plurality of output devices; and

explaining a significance of said part of said only a portion of said budget information in said contiguous television programming.

90. (New Claim) The method of claim 89, wherein said plurality of output devices includes a storage device, said method further comprising the step of storing said part of said only a portion of said budget information at said storage device.

91. (New Claim) The method of claim 79, wherein said contiguous television programming includes only a portion of one of a television program and a television commercial, said method further comprising the steps of:  
generating a remainder of said one of said television program and said television commercial in accordance with at least one instruction detected in said at least one information transmission; and

synchronizing the delivery of said contiguous television programming and said remainder of said one of said television program and said television commercial.

92. (New Claim) The method of claim 91, wherein said step of generating said remainder of said television commercial comprises:

clearing at least some of a memory; and  
generating a background color.

93. (New Claim) The method of claim 79, wherein said only a portion of said budget information communicates an amount of one of an income, a saving, and a profit.

94. (New Claim) The method of claim 79, wherein said only a portion of said budget information communicates at least a portion of an offer.

95. (New Claim) The method of claim 79, wherein said only a portion of said budget information communicates at least a portion of a recommendation.

96. (New Claim) The method of claim 79, wherein said only a portion of said budget information communicates at least a portion of an analysis.

97. (New Claim) The method of claim 79, wherein said only a portion of said budget information communicates at least a portion of an improvement.

98. (New Claim) The method of claim 79, wherein said explanation of said budget one of communicates and explains said at least one of a user specific analysis and a user specific recommendation.

99. (New Claim) The method of claim 79, wherein information of at least one of the tastes, habits, financial condition, family status, and interests of said user is processed and said only a portion of said budget information includes at least a portion of a name of one of a product and a service.

100. (New Claim) The method of claim 79, wherein subscriber information is inputted in response to an instruction communicated in a television programming signal including said contiguous television programming, said method further comprising the step of selecting at least part of said only a portion of said budget information based on said inputted subscriber information.

101. (New Claim) The method of claim 100, wherein said instruction is communicated at least one of visibly and audibly in said contiguous television programming and a person inputs said subscriber information.

102. (New Claim) The method of claim 100, wherein a processor inputs said subscriber information, said method further comprising the step of storing subscriber instructions to serve as a basis for authorizing at least one of reception of programming, delivery of a product, and delivery of a service.

103. (New Claim) The method of claim 79, wherein a subscriber order is inputted based on said explanation of said budget, said method further comprising the step of communicating said subscriber order to a remote order taking station.

104. (New Claim) The method of claim 103, wherein at least one of a product and a service is one of shown and described in said explanation of said budget and data which identify said at least one of said product and said service.